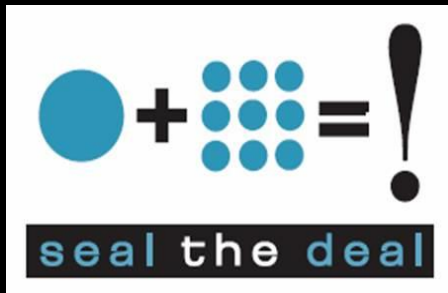
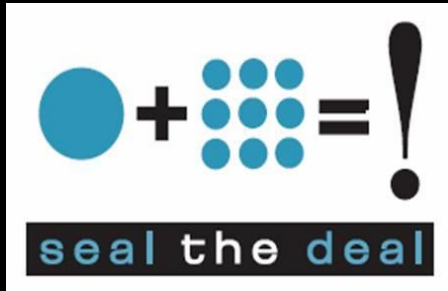


Selling Thru Economic Trends



Defy Circumstances

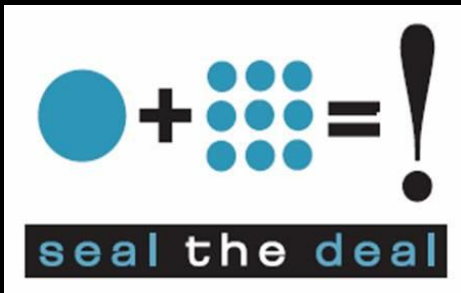
- Don't Accept the Narrative
- The Concept of the Pie
- Most Sales Efforts are Mediocre
- The Excuses not to Sell Abound
- The Blocking and Tackling of Selling
- Set Your Rudder and Drive
- Throwing Out the Old, for the New



Is Outside Sales Relevant?

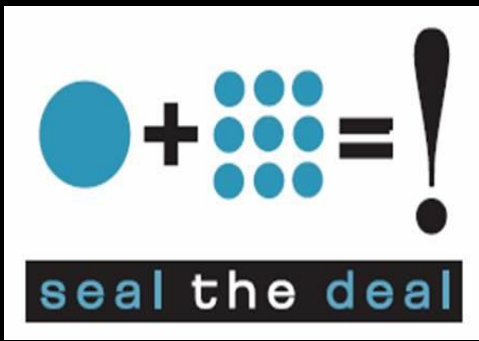
- Will always be relevant, we're people.
- Already springing back to life.
- Only way to gain true separation.
- Highest close ratio
- More effectively establishes trust
- People want to connect personally
- Less people out selling, more opportunity

“Technology can be the junk food of communication where we're just exchanging tiny bits of information over text and we're really missing out on accessing our full relationship capacity.” IQ Director Kelly Haer, Pepperdine U



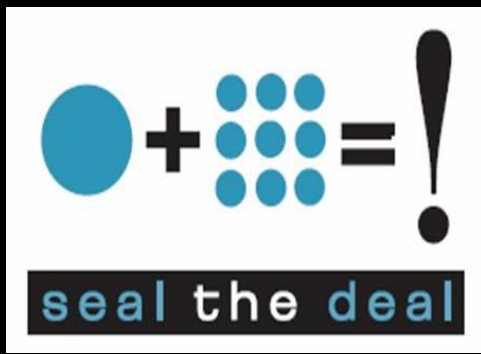
Is ZOOM the New Normal?

- ***ZOOM is fading fast.***
- ***Too impersonal and easy to multi task***
- ***Usually multiple contacts on one call, tougher to manage sales wise.***
- ***People who tend to be introverts think Zoom is the new sales reality.***
- ***ZOOM fatigue is real***
- ***Construction Industry Still Personal***



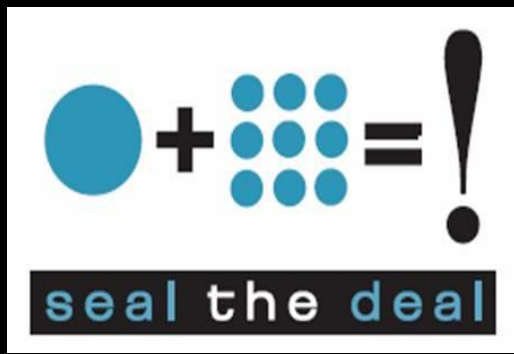
Restarting Face to Face Selling

- ***Invite client to something fun or interesting.***
- ***Power of shared experience.***
- ***Get those that will go out, out.***
- ***Reengage with associations.***
- ***Get on site when possible.***
- ***Set a face to face goal***
- ***Use your network***



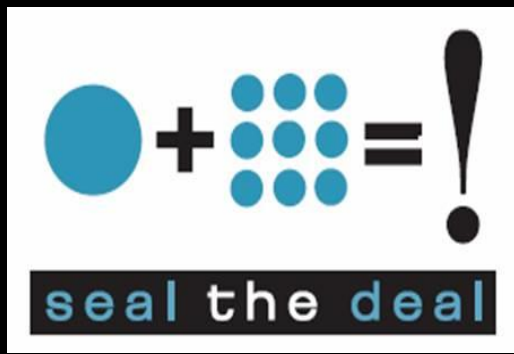
Integrating Traditional and Digital Selling

- ✓ *Digital is for support, exposure and reinforcing.*
- ✓ *Digital good for follow up.*
- ✓ *Confirm face to face contacts digitally.*
- ✓ *Let digital fill the face to face gaps.*
- ✓ *Push digital inquiries to personal contact.*
- ✓ *DO NOT think digital can replace personal contact.*



Revise Your Sales Strategy

- Consistent marketing plan
- Aggressive networking plan
- Set appointment goals
- Revise customer targets, they may have changed
- Set revenue and profitability goals



Still About Competitive Separation

- *Why are you the better option?*
- *Why should the customer trust you?*
- *Do you sell on price?*
- *Why are you worth more than the competition?*
- *How are you communicating the value you bring?*
- *Does the customer see that value?*